

# Psychology of food waste

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Last Mile Conference

# Cut food waste

- Finish your plate!
- Provide two waste bins
- McDonald's and salad
- Labels: calories



# Natural

- Natural is good
- Vote



# GMO

- Favor allowing sale of foods with GMO
- Vote





# Teosinte To Corn





# Organic

- Promoting shift to more organic
- Vote

Bruce Ames on pesticides



# Contagion





















# Toilet to tap

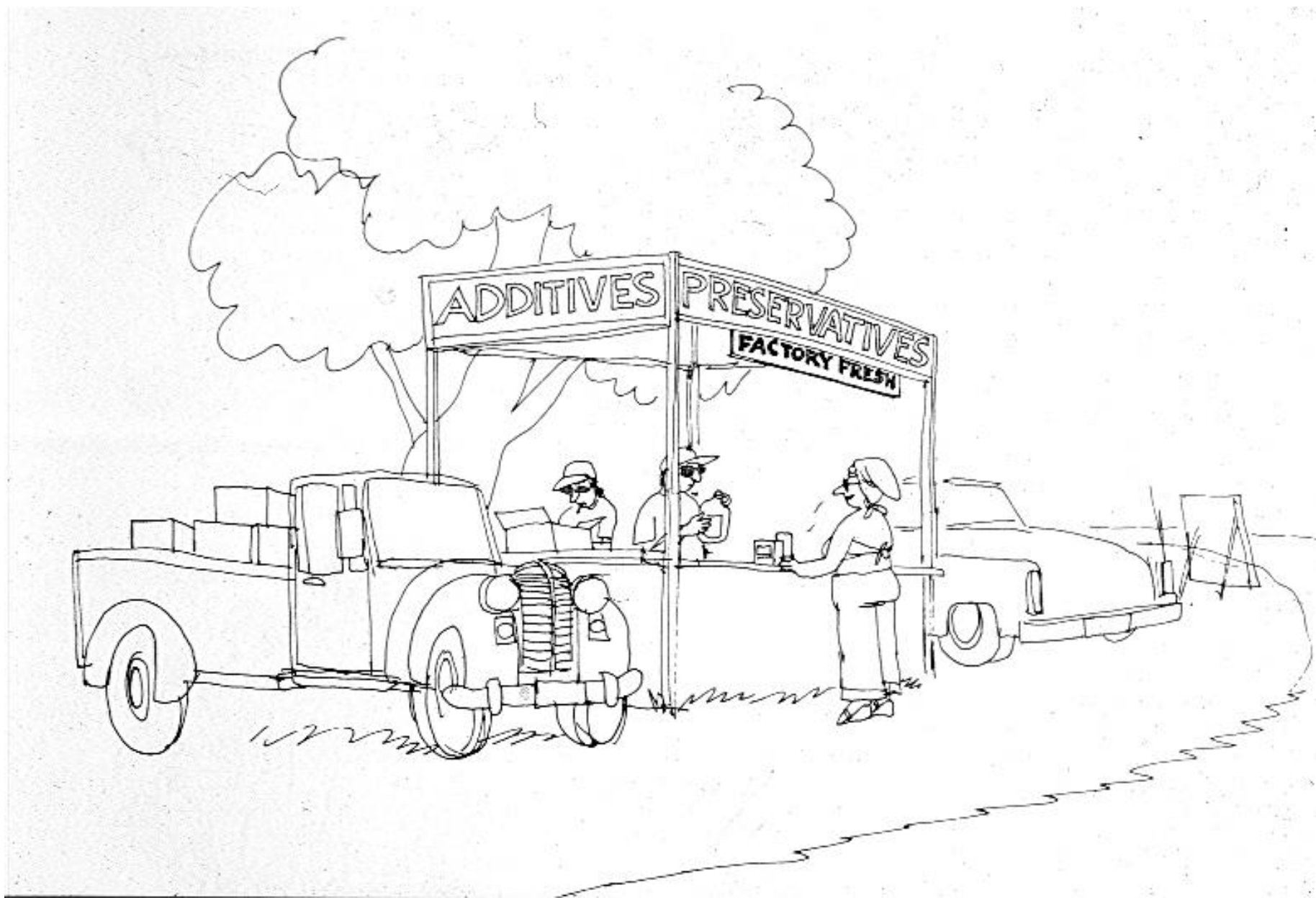






# Naming and Framing

- Death Tax
- Waste control
- No cyanide
- Water



# Nudges

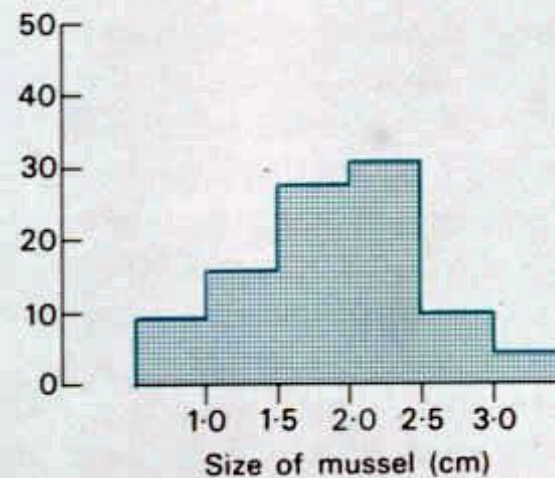
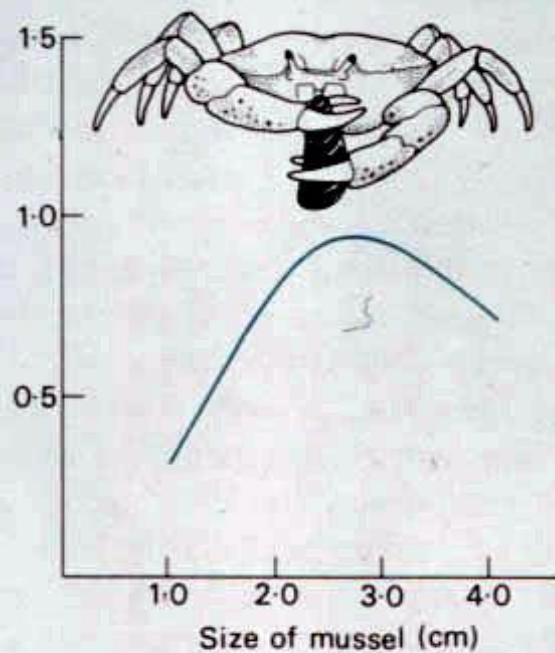


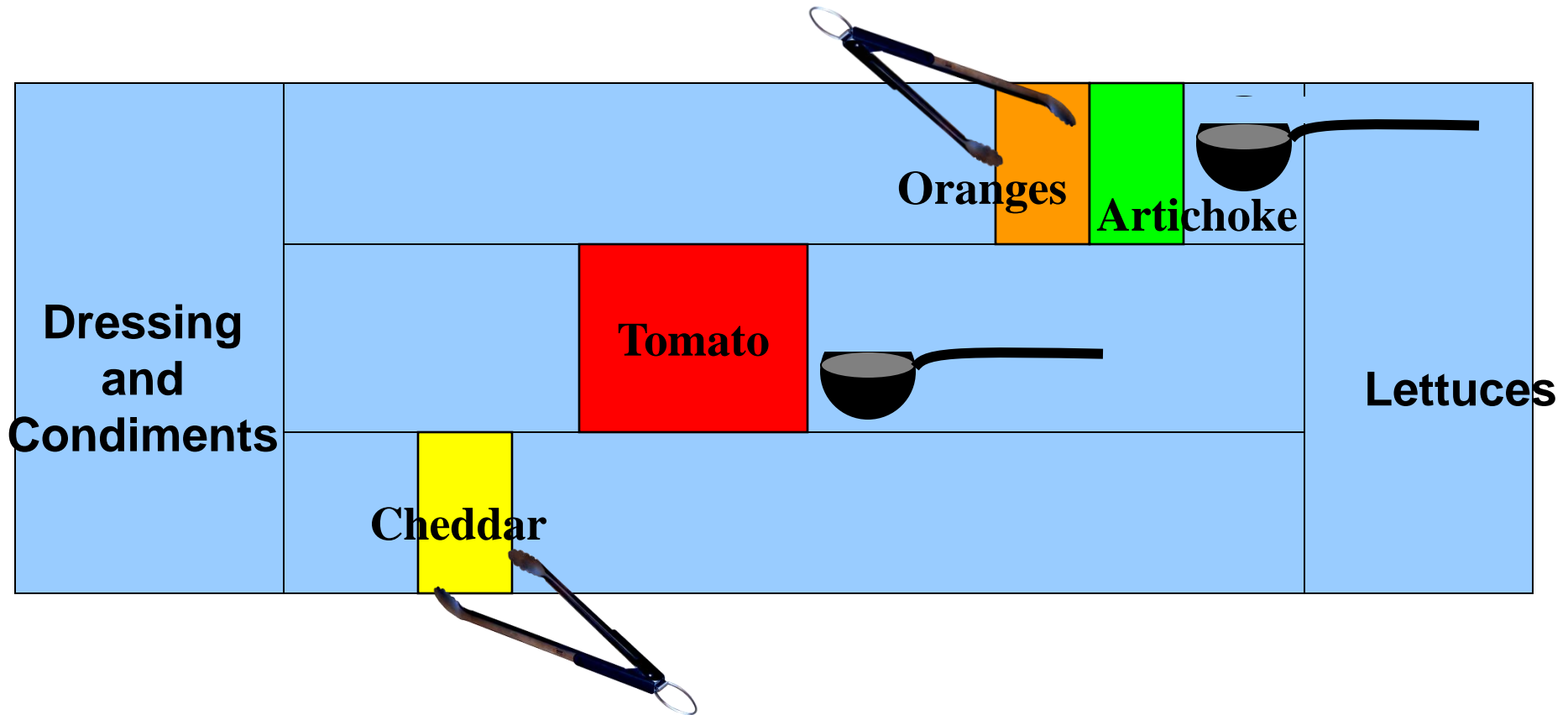
Fig. 3.5 Shore crabs (*Carcinus maenas*) prefer to eat the size of mussel which gives the highest rate of energy return. (a) The curve shows the calorie yield per second of time used by the crab in breaking open the shell and (b) the histogram shows the sizes eaten by crabs when offered a choice of equal numbers of each size, in an aquarium. From Elner and Hughes (1978).





16 4:28 PM

# Schematics: Spoons/Tongs, Manipulation A



Feature	Heaven	Hell
Love	Italians	
Banks	Swiss	
Universities	British	
Food	French	

Feature	Heaven	Hell
Love	Italians	Swiss
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Feature	Heaven	Hell
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Banks	Swiss	Italians
Universities	British	French
Food	French	British

# Singapore Autocratic Democracy The longer view



# Supermarket food portions

<b>ITEM</b>	<b>Carrefour</b>	<b>Acme</b>
<b>Yogurt (modal)</b>	<b>125g</b>	<b>227g</b>
<b>Fresh fruit (mean,4 types)</b>	<b>431g</b>	<b>553g</b>
<b>Coca cola (modal)</b>	<b>330ml</b>	<b>500ml</b>





# Supermarket non-food portions

<b>ITEM</b>	<b>Carre- four</b>	<b>Acme</b>
<b>toothpaste (modal, ml)</b>	<b>75</b>	<b>170</b>
<b>toilet paper (mean, sq cm)</b>	<b>121</b>	<b>117</b>
<b>Cat food (modal, g)</b>	<b>100</b>	<b>85</b>



100g, 100 calories

# Empathy

- Stalin

# Limited Capacity

A





**3**



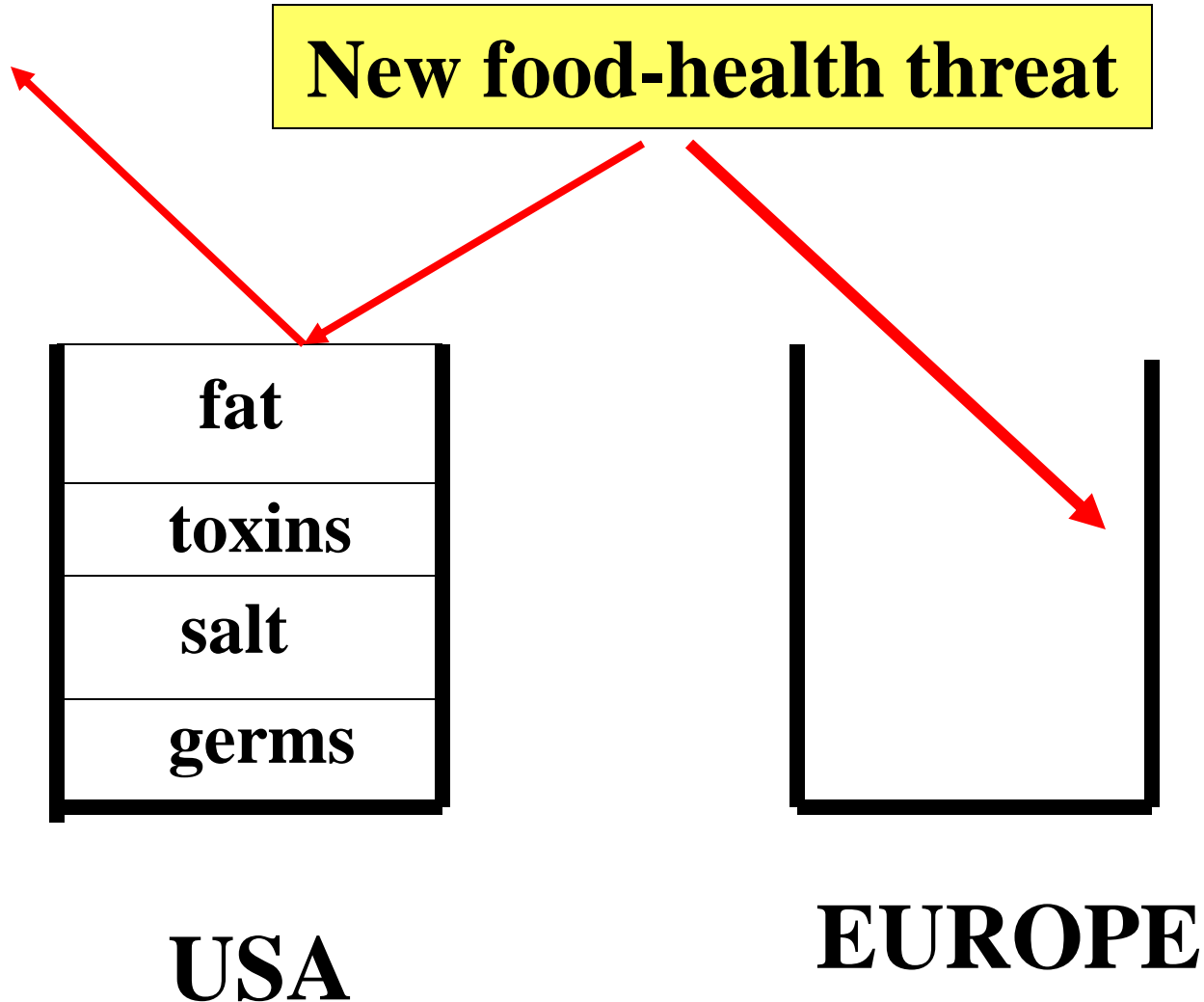
**Height  
4 ft 11 in**

**3**



**Height  
5 ft 9 in**

# Reservoir theory of food worries



# Value hierarchies

- Diabetes, heart disease, autism, cancer, obesity
- Killing mammals for human food: VOTE
- Omnivore but against killing mammals  
VOTE
- Value hierarchies
- The \$50 meal

# Value hierarchies

- Food waste reduction
- Controlling Ebola
- Becoming vegetarian
- Increasing produce availability in inner city
- Supporting a local cultural institution
- Preserving the wilderness
- Creating better police/inner city relations
- Reducing gun ownership
- The moral importance, the possibility or agency (e.g., vegetarianism), and chance



# Changing behavior

- Automate- habit seat belt
- Change selection set
- Incentivize
- Create a like or dislike
- Moralize
- Embed with meaning

# Work with marketers

- Bottled water

# *Maison de l'eau*





**1997 FIRST WINTER RUNOFF**





## NADA SPRING WATER

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*No cholesterol   No fat   No calories   No preservatives*  
*No caffeine   No MSG   No sodium   No sweeteners*



**NOT FROM CONCENTRATE**



**DEHYDRATED: JUST ADD WATER!**

# Things to do

- Promote recycled water
- Make it easier or the alternative harder (salad bar)
- Refrigerator shallower
- Free public transportation
- Target the optimal audience:  
e.g. for Global warming



- Nudges: change environment, not people
- Vote Democratic
- Merge with Canada
- Promote insects as human food

END